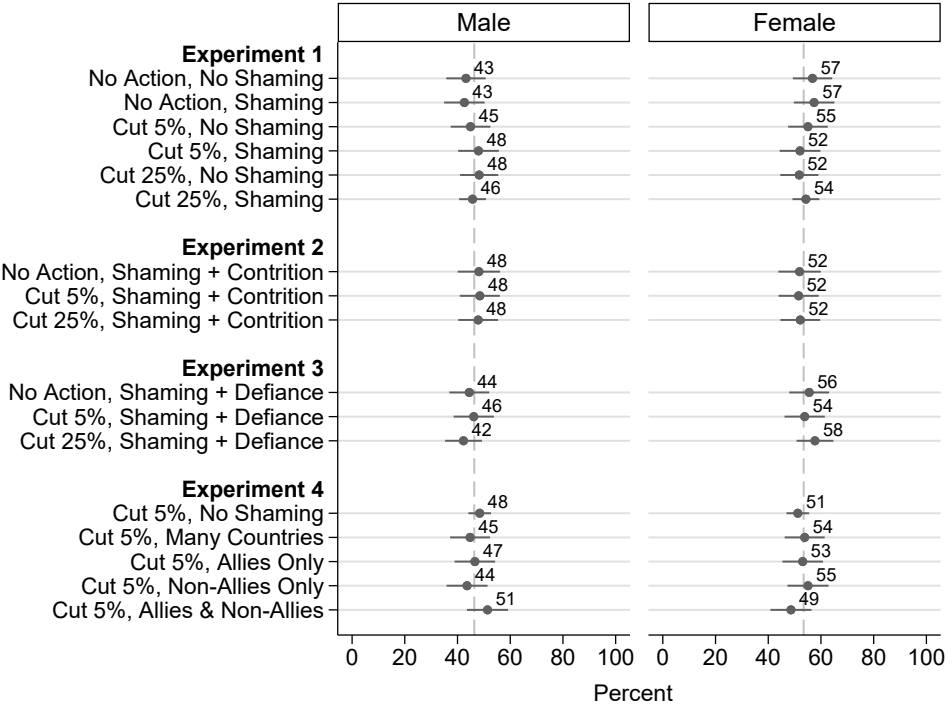
Male
Female
Experiment 1
No Action, No Shaming
No Action, Shaming
Cut 5%, No Shaming
Cut 5%, Shaming
Cut 25%, No Shaming
Cut 25%, Shaming
Experiment 2
No Action, Shaming + Contrition
Cut 5%, Shaming + Contrition
Cut 25%, Shaming + Contrition
Experiment 3
No Action, Shaming + Defiance
Cut 5%, Shaming + Defiance
Cut 25%, Shaming + Defiance
Experiment 4
Cut 5%, No Shaming
Cut 5%, Many Countries
Cut 5%, Allies Only
Cut 5%, Non-Allies Only
Cut 5%, Allies & Non-Allies
43
43
45
48
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57
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53
55
49
0
20
40
60
80
100
Percent